ORDER

Orders Order / Rev: 701321 06246988 Alt Order #: DCCC Product Desc: WKYC 1500 Estimate: 09/11/12 - 09/17/12 Joe Knauer Flight Dates: Primary AE: Sales Office: Original Date / Rev: T-WAS 07/23/12 / 08/28/12 Order Type: Political Sales Region: NAT Great American Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW, Ste. 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **Democratic Congressional Campaign** Demographic: A25-54 New Business Thru: **Product Codes:** IS-Candidate/US House Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

DIII Pian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	00/17/12	21	\$26,150,00	\$22,227,50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$26,150.00	\$22,227.50	0.00
Totals	21	\$26,150.00	\$22,227.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WKYC	21%	\$26,150.00
Market	100%	\$124,523.81

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,245.24
WEWS	29%	\$36,111.90
WJW	33%	\$41,092.86
WOIO	16%	\$19,923.81
WUAB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/12/12	09/14/12	Days of Our Lives	CM	1p-2p	WTF	:30	3	\$800.00 P-2	0.00 NM	3	\$2,400.00
			Days of Our Lives	3								
DAYS O	F OUR L	IVES										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1	0/12	09/16/12	WTF	3	\$800.00	0.00						
E 2 WKYC	09/12/12	09/14/12	Tonight Show	CM	1135p-1237a	aWTF	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Tonight Show									
TONIGH	IT SHOW	1	•									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1	0/12	09/16/12	WTF	1	\$1,200.00	0.00						
E 4 WKYC	09/12/12	09/14/12	M-F 4-5p	CM	4p-5p	WTF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
			Ellen Degeneres									
ELLEN			Ü									

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Democratic Congressional Campaign Co Order / Rev: 701321 Advertiser:

DCCC Alt Order #: 06246988 Product Desc: WKYC

Flight Dates: 09/11/12 - 09/17/12 Estimate: 1500

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 4 WKYC	09/12/1	2 09/14/12	M-F 4-5p	CM	4p-5p	WГF	:30	4 \$800.00 P-2	0.00 NM	4	\$3,200.00
ELLEN			Ellen Degeneres								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WГF	4	\$800.00	0.00					
E 7 WKYC	09/12/1	2 09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	WГF	:30	4 \$1,400.00 P-2	0.00 NM	4	\$5,600.00
DR. PH	IL		DI. FIIII								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WTF	4	\$1,400.00	0.00					
E 8 WKYC	09/12/1	2 09/14/12	M-F 6-630p Channel 3 News	CM at 6n	6p-630p	WTF	:30	1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NE	WS @ 6	P	Chainer 5 News	αι υρ							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WTF	1	\$2,500.00	0.00					
E 9 WKYC	09/12/1	2 09/14/12	M-F 730-8p Entertainment To	CM	730-8p	WTF	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
ENTER	TAINMEI	NT TONIGH		ingin							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WTF	1	\$1,800.00	0.00					
E 10 WKYC	09/12/1	2 09/14/12	M-F 9-10a Today Today Show II	II CM	9a-10a	WTF	:30	3 \$800.00 P-2	0.00 NM	3	\$2,400.00
TODAY	SHOW I	I	roday onow n								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WTF	3	\$800.00	0.00		4 00 500 00 50	0.00.104		#0.500.00
E 11 WKYC	09/15/1	2 09/16/12	Sat 6-630p Channel 3 News	CM at 6P SAT	6-630p (6:00 PM-6:3	SS 80 PM)	:30	1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NE	EWS S/S	@ 6P	onamior o How	u. 01	(0.00 1 111 0.0	, o i iii,					
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 09/		09/16/12	SS	1	\$2,500.00	0.00		4	0.00.104	,	# 000 00
E 12 WKYC	09/16/1	2 09/16/12	Su 12-1230p Channel 3 News	CM at Noon Su	12-1230p /S	uS	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
CH3 NO	OON NEV	VS SUNDAY									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/ Spot Ch	′10/12 <u>Date Ra</u>	09/16/12	escription	1 Star	\$800.00 E/End Time	0.00 \v	/eekdays	Length Rate	Rtg Type		
1 NKYC	09/10/12	2-09/16/12 S			230p /Su	<u>-</u>	Su	:30 (\$800.00)			
Se	e MG 12.	2									
_			ays of Our Lives	1p-2	р	M		:30 \$800.00	0.00 NM		
	6 for 12.1										
E 13 WKYC	09/16/1	2 09/16/12	Sun 9-1030a Channel 3 News	CM Sun 9a	9a-1030a	S	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
CH3 NE	WS SUN	N @ 9A	Chamile 3 News	Juli Ja							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S	1	\$1,800.00	0.00			0.05.15		A 4 5
E 14 WKYC	09/12/1	2 09/14/12	EN (M-F) EN (M-F)	СМ	6p-730p	WTF	:30	1 \$1,950.00 P-2	0.00 NM	1	\$1,950.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	/10/12	09/16/12	WГF	1	\$1,950.00	0.00					
									Totals	21	\$26,150.00